

**REGULATIONS**  
**on the procedure for holding the competition for**  
**RUSSIAN-LANGUAGE media "By PEN AND HEART 2025"**

**I. The goals and objectives of the competition for the media:**

Creating a stable, positive and humane attitude of society towards our younger brothers.

Maintaining a high level of professionalism in the journalistic environment and strengthening the prestige of the profession.

Dissemination of traditional moral and spiritual values in Russia and abroad.

**II. Organization:**

All organizational matters are under the responsibility of the organizing committee of the Award "My affectionate and necessary animal."

Evaluation of works and awarding of prizes formed by the organizing committee of the competition.

Coordinator of the competition for MEDIA – Press Secretary of the Award Oksana Georgievna Obrekht (tel. 89024150370).

**III. Procedure and conditions of the event:**

Russian-language media and bloggers who are not included in the register of foreign agents and whose publications (broadcasts) are about animals or animal rights activists are allowed to participate in the Award.

The last day for accepting work is January 15, 2026.

Works published from January 1 to December 31, 2025 are allowed.

**IV. Rules for submitting materials**

- the official application in electronic form marked "Nomination for media and bloggers" is sent to the e-mail of the Award [dobro\\_v\\_serdce@mail.ru](mailto:dobro_v_serdce@mail.ru)

- the application, which is drawn up in any form, indicates:
- full name of the author of the publications,
- the name of the media or platform on which the publication was published, the region of distribution, the date of publication
- contact phone number, postal address.

Print media submit the work by attaching a pdf file(s) or a link to the published (aired or on an information feed) material in the online version of the publication. Electronic media provide a link to the story.

The application is assigned a serial number, which is reported in the reply letter.

The shortlisted nominees are notified that they have become diploma holders or applicants for the Award, after the completion of the jury's work and summing up the results.

## **V. Awards:**

There is no financial reward provided.

The winners who took the first places are awarded Honorary diplomas of the Laureates of the competition in the journalistic nomination, as well as honorary prizes.

The nominees who took the second or third places are awarded Honorary diplomas.

Diploma holders are awarded honorary diplomas.

The nominees who took the first three places are invited to the award ceremony in Zelenogradsk, Kaliningrad region, which will be held in the spring of 2026.

Transportation costs, as well as living expenses in Zelenogradsk for applicants who took the first three places, are paid at the expense of the organizing committee of the Award.